



USAID
FROM THE AMERICAN PEOPLE

USAID FIRMS PROJECT

FROM MRP TO PAKISTAN HANDMADE

September 2010

This publication was produced for review by the USAID. It was prepared by Halle Butvin for an assignment commissioned by Chemonics International under the USAID Firms Project.



USAID
FROM THE AMERICAN PEOPLE

USAID FIRMS PROJECT

FROM MRP TO PAKISTAN HANDMADE

DISCLAIMER

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development, the United States Government or Chemonics International Inc.

Data Page

Contract Number:	GBTI II Task Order No. EEM-4-07-07-00008-00
Contractor Name:	Chemonics International, Inc.
Name of the Component:	Value Chain Development (VCD)
USAID Technical Office:	Office of the Economic Growth and Agriculture; USAID Pakistan
Date of Report:	September 20, 2010
Document Title:	From MRP to Pakistan Handmade
Author's Name:	Butvin, H.
Editing:	Nadeem, D., Sattar, A Nida, and Tahir, S.
SOW Title and Work Plan & Action ID:	SOW 1055, Work Plan Level ,Action 3178
Key Words:	Economic growth, exports, garments, gender, handmade, job creation, market, small-to-medium enterprise, trade shows, training, value chain, women

Abstract

“From Market Readiness to Pakistan Handmade” provides details on the progress and results of Firms Market Readiness Program (MRP), with a focus on the Pakistan Handmade events as the primary outcome of the activities. The report also includes discussion on further strategy for working collaboratively with entrepreneurs to continue providing support for participating SMEs.

An opportunity to participate in TexWorld USA also spurred development of a strategy focusing on strengthening ties between Pakistani manufacturers and the organic/fair trade niche markets in the United States and Europe. The report includes details and recommendations on this strategy.

The report describes:

- Brief summary of MRP activities
- Overview of Pakistan Handmade events
- Collaborative strategy developed with entrepreneurs
- Participation in TexWorld USA
- Garment/Textile Sector: Organic and Fair Trade Segment Strategy and SWOT

Acronyms

MRP	Market Readiness Program
SME	Small-to-Medium Enterprise
PH	Pakistan Handmade

Table of Contents

EXECUTIVE SUMMARY	VIII
1. INTRODUCTION.....	1
2. PAKISTAN HANDMADE	2
2.1 FASHION SHOW	3
2.2 EXHIBITION	3
2.3 BUYER ROUNDTABLE	4
2.4 BUYER TRIPS	4
AONIKEN DESIGNS.....	4
GRACIELA RENNELLA.....	4
2.5 RESULTS AND FOLLOW-UP.....	5
2.6 NYIGF MARKET RESEARCH TRIP	6
3. RECOMMENDATIONS - MARKET READINESS PROGRAM.....	7
3.1 PAKISTAN HANDMADE	7
3.2 TEXWORLD USA.....	7
4. GARMENT/TEXTILE SECTOR - ORGANIC AND FAIR TRADE SEGMENT.....	9
4.1 SEGMENT DEFINITION	9
4.2 SWOT.....	10
5. ANNEXES.....	12
APPENDIX A PAKISTAN HANDMADE FOLLOW UP TRACKER	12
APPENDIX B SITE VISIT ITINERAY	13
APPENDIX D: BUYER'S AGENDA	38

List of Tables

Table 1: Buyers	4
-----------------------	---

List of Figures

Figure 1: Annex A: Pakistan Handmade Follow up Tracker (excel table included).....	Error!
Bookmark not defined.	
Figure 2 PH3 MO Projection	Error! Bookmark not defined.

Executive Summary

During March to May 2010, the Firms Market Readiness Program (MRP) provided three months of intensive training and product development aimed at increasing access to international markets for woman-owned small-to-medium enterprises (SMEs) working in the handmade sector. Pakistan Handmade, a Fashion Show and Exhibition held in Islamabad, was the culmination of MRP activities, as participating SMEs presented their newly-designed collections to receive feedback from potential customers and 14 US buyers.

In June, USTR made a special request to increase Pakistani participation in TexWorld USA, a leading textile and apparel sourcing trade show in New York City. Several Pakistan Handmade firms participated in the trade show, as well as few larger manufacturers who appealed to organic/fair trade buyers. The positive feedback received from TexWorld USA prompted development of a strategy to continue this support through training, design, buyer trips and continued participation in international trade shows.

Recommendations

- Provide continuing support to SMEs as they begin filling orders made from connections at Pakistan Handmade
- Guide SMEs on buyer communication and continued product development
- Transition of SMEs to receive continuing support for their activities in 2011 with entrepreneurs
- Work with Pakistani manufacturers to plan and implement activities recommended in the Socially Responsible Garment and Textile Sector (including both organic and fair trade companies)

1. INTRODUCTION

Market Readiness Program

[For more detailed information on MRP, please refer to Developing Firms Market Readiness Program.]

MRP began in early March 2010, with the initial selection of participant businesses from Multan, Karachi and Islamabad. This pilot program offered an opportunity to assess the product marketability and ascertain the commitment to exporting among the SMEs.

After completing site visits with each of the 27 participating SMEs, two one-day workshops were held in Multan and Karachi, focusing on product development and costing and pricing for export. One half-day workshop, “A Successful Exhibition”, was held in Karachi, Islamabad and Multan.

To ensure a successful product development cycle following MRP workshops, an Implementation Intern Program was developed to provide technical assistance to participants in producing samples, while exposing young women and men studying fashion design to real business design challenges. For garment producers, this kicked off with a two-day workshop called Introduction to Fashion Design, led by internationally-renowned Pakistani fashion designer, Yousuf Bashir Qureshi (YBQ). The workshop placed special emphasis on pattern-making and measurements. SMEs attended the workshops (held in two locations, one in Karachi and one in Islamabad) with their master tailor, as well as an intern selected from fashion design institutes (AIFD in Karachi and IQRA in Islamabad, with an IQRA graduate providing support in Multan).

The Implementation Intern Program commenced with intern site visits to their assigned SMEs, and attendance at the Introduction to Fashion Design workshops. Following the workshops, interns worked out a schedule with their SMEs and began work on an international product line.

2. PAKISTAN HANDMADE

Any successful market readiness approach must start and end with the buyer. Everything that happens in between closes the gap between what buyers want and how producers can deliver it. The culmination of MRP activities was the Pakistan Handmade event, a fashion show and exhibition featuring only international product lines for each SME participant.

Over five hundred people attended the Pakistan Handmade Fashion Show and Exhibition. Fourteen US buyers representing socially responsible companies like Ten Thousand Villages, World Shoppe, Greater Good Network, and Global Sister Goods spent two full days developing personal relationships with businesses, discussing product modifications for their particular needs, ordering samples, and defining expectations for quality, consistency and communications. The timing of the event was engineered to take advantage of orders for the Christmas and holiday season.

More than just creating hype, media outreach was a strategic element of Pakistan Handmade. The program worked directly with 24 businesses, but positive media coverage multiplied the impact enormously. Firms staff created a Pakistan Handmade Facebook page, generating buzz and featuring participating businesses and their products. Throughout the world, economic growth is fueled by stories of successful businesses and by the profiles of companies that have broken the mold to pursue new practices. The result is that other businesses copy this success, and the impact is increased exponentially.

Pakistan Handmade was created and executed as a launching pad – to showcase Pakistani design and begin connecting producers with the global market.

Pakistan Handmade Event Overview

Following initial trainings in March and April, MRP Consultant Halle Butvin continued regular contact with Firms staff, SMEs and interns to guide the product development

“This is a very exciting event for us because USAID has sponsored a program that brings in specialists that will teach these women who have been in business for quite some time and employ a lot of Pakistani women, how to market to the West. It consists of marketing and design and practices that will allow them to go to New York and elsewhere. We have a number of buyers here from stores in the US. They are very excited about what they see and they are going to purchase in volumes. ... Some of these women are going to be a runaway success in the US. The design is terrific. What they need help in is marketing and doing volume orders for Western stores.”

- US Ambassador Anne W. Patterson on Pakistan Handmade

process. Upon arriving in Pakistan June 9, Butvin traveled to each location to ensure that each SME was prepared to present their products at Pakistan Handmade. Visits involved individual consultations on booth presentation, pricing, materials, signage and additional advice on buyer communication.

Pakistan Handmade took place at the Serena Hotel in Islamabad, on June 25, 26 and 27, 2010.

2.1 Fashion Show

The PH Fashion Show featured five pieces from each PH participant's collection. The show opened with remarks from [REDACTED], founder of Bareeze, a successful local garment/home décor business. Remarks from Ambassador Anne W. Patterson followed and officially kicked off the show.

Prior to the show, a local choreographer and stylist worked with amateur models to give the event a professional feel. Models walked the catwalk with an energetic mix of Pakistani and Western music; each SME was introduced before the model walked the five pieces. Screens aside the catwalk showed images of the SME owner, their artisan workshops and products. The show concluded with a grand finale – each model walked out with the SME owner so that the audience could see the woman with her pieces.

The Fashion Show was followed by a reception. Over three hundred people attended, including a representative mix of Pakistani and international media. The fashion show received a great deal of media attention in the days and weeks following the event. It also built a great deal of confidence for SME owners to see their designs on the stage.

The fashion show was also the first event for the fourteen US buyers who had arrived in Pakistan the previous evening.

2.2 Exhibition

The PH Exhibition lasted one day, and was an opportunity for both US buyers and the general public to visit the SMEs and view their entire product range prepared especially for Pakistan Handmade. Buyers spent the entire day at the exhibition, getting to know SME owners and their products and pricing.

The exhibition provided a 10 x 10 booth for each participant, uniform signage and racks/shelves. The MRP Consultant also worked with the graphic design firm to develop PH One-Pagers for each SME with production and product shots and a company profile with narrative and contact information. SME booths were arranged on the perimeter of the room, with the center occupied by custom-built artisan demonstration booths. Several participants brought artisans to demonstrate their craft – shoe-making,

embroidery, etc., which provided a context for buyers and visitors. Musicians played traditional Pakistani music throughout the event.

During the last hour of the exhibition, SMEs were permitted to spot sell their pieces.

2.3 Buyer Roundtable

On Sunday, buyers and SMEs sat down together in a conference room at Serena Hotel. SMEs were divided into three groups. Buyers then divided into three groups and rotated throughout the day so that SMEs could receive feedback from each buyer. Colvin English and Jane Griffiths (entrepreneurs) assisted in facilitating round table discussions. The roundtable was an opportunity for SMEs to receive honest feedback from buyers about their products and pricing. It was also an opportunity for SMEs to ask buyers pointed questions about their preferences, etc.

Following the buyer roundtable, buyers and Firms staff attended a group dinner in Islamabad. On Monday, buyers departed for site visits to their preferred locations.

2.4 Buyer Trips

[See attached **Buyer Agenda** for additional details and example **Site Visit Itinerary**]

All fourteen US buyers also opted to attend the PH Buyer Trip, spending an additional three days conducting individual site visits based on their buying preferences. The majority of the buyers are fair trade importers/wholesalers, with a few boutiques interested in developing additional product lines with Pakistani producers.

Table 1: Buyers

CharityUSA	Tim Kunin
Thehungersite.com	Michelle Schechtman
Revive Fair Trade	Lisa Dunn
Ten Thousand Villages	Kathleen Campbell
SERRV	Jean Johnson
One World Imports	Phil Smith
Oovoo Design	Pauline Lewis
World Shoppe	Megy Karydes
Women's Work	Cecilia Durkin
Sharon Gale	Unique Batik
World Finds	Stephanie Boggess
Global Sister Goods	KJ Lewis
Global Goods Partners	Cecilia Foxworthy
Aoniken Designs	Graciela Rennella

Prior to departure, Butvin put together a packet of information on each business, with initial fashion photos taken by the graphic design firm. Buyers made decisions on their site visits based on this packet. Adjustments were made as needed in country so that buyers could have the most success during their site visits [see attached **Site Visit Selection** document].

Following Pakistan Handmade, the Firms Project followed up with each buyer for specific feedback on the event and producer capacity, and to get estimates on anticipated sales orders they would place with producers over the next year.

2.5 Results and Follow-up

Many new relationships and possibilities were discussed throughout the PH events and buyer trips. Many buyers purchased samples and returned to the United States in time to show them at the relevant trade shows such as New York International Gift Fair, MAGIC, and Outdoor Retailer, at which retailers would be placing orders for the Christmas holiday season.

MRP Consultant assembled a summary document used for follow up with businesses regarding buyer follow up and notes [see attached **PH Follow-up Tracker**]. Businesses will need assistance as they receive and fill first orders from buyers. The MRP Consultant LOE extends through the end of 2010 to provide this follow-up as needed.

Butvin also put together a 3-month projection, but these numbers are expected to be negatively affected by the recent flooding in Pakistan [see attached **PH 3 mo Projection**].

It was clear from the events that many SME owners still need additional training in buyer communication. See Recommendations for additional notes.

In subsequent discussions with USAID, it was decided that further work with woman-owned SMEs in the handmade sector would be taken up by entrepreneurs. Firms Project may continue to work

- During the show, \$25,000 of sample orders were placed, resulting in an immediate increase of 40 jobs for the rural workers these businesses support.
- The women-owned businesses received national coverage of their work, and their first real opportunity to penetrate into the international markets that can make their profits soar.
- Anticipated sales orders over the next 12 months will top \$1.2 million, making an impact on the industry that will be felt country-wide.
- Increased sales over the next year and beyond will continue to employ women and men throughout the rural areas, offering income to vulnerable families and communities across Pakistan.
- Pakistani designs and products will be enjoyed by the wider world, communicating a positive message about the people and culture of the country.

with larger firms/manufacturers with a handmade focus.

2.6 NYIGF Market Research Trip

Initial plans included a Market Research Trip to NYIGF in August 2010 to coincide with a trip led by Colvin English and organized by entrepreneurs. The trip was to provide additional follow up and relationship-building, as many of the US buyers in Pakistan also participated in NYIGF. Continuous presence and follow-up is integral for building strong buyer-producer relationships. Unfortunately, visa issues forced Firms to cancel this trip.

It is strongly recommended that the NYIGF Market Research Trip be rescheduled for January 2011 to continue the work initiated with Pakistan Handmade.

3. RECOMMENDATIONS - MARKET READINESS PROGRAM

- Involve expert consultant in SME selection for any subsequent MRP
- Re-schedule NYIGF Market Research Trip for January 2011
- Continue to include intern implementation program
- Provide additional training like the Introduction to Fashion Design workshop to garment producers

3.1 Pakistan Handmade

[For additional detail on recommendations, refer to de-brief meeting notes]

- Allow for longer time frame and adequate time to select graphic design/photography/video/events management firms
- Buyers requested subsequent buyer trips to continue to build relationships

3.2 TexWorld USA

TexWorld USA is a textile and apparel garment sourcing trade show held each year in New York City. USTR made a special request of USAID to increase the number and visibility of Pakistani firms at the trade show held in July 2010.

Butvin provided initial assistance to COP Steve Wade and Consultant Elizabeth Flew, including recommendations to work with Consultant Chad Schofield (previous work with Chemonics on COMPETE). After consulting with Chad Schofield and TexWorld Apparel Sourcing Manager David Pennes and identifying a desire for organic/handmade products, Butvin identified several firms to participate in the delegation.

Participating firms

TareenTex – hand-loomed home décor items, based in Multan

Looptex – manufactured organic apparel, fair trade brand Shubinak focusing on hand-spun/woven wool products

KOEL – handmade organic fabrics made with traditional techniques and natural dyes

Rohi Rung – woman-owned apparel manufacturing with machine and hand-embroidery

Mana's Collection – woman-owned apparel manufacturing with hand embroidery and crochet detail

These “Handmade” firms received a great deal of attention from buyers and designers visiting the show, including John Patrick Organic, a couture designer who is interested in a long-term partnership with TareenTex, Looptex and KOEL. The level of interest and excitement around these handmade firms led USAID to request a strategy for Firms to move forward in assisting manufacturing firms in targeting these small but fast-growing niche markets.

The sales cycle for new customers for businesses participating in textile sourcing shows is usually 6-9 months. Since this show was a first for the handmade producers, measurable results will not be available in the short-term. It is also critical for businesses to maintain a reliable year-after-year presence at TexWorld USA in order to really realize the full potential of the connections made in 2010.

4. GARMENT/TEXTILE SECTOR - ORGANIC AND FAIR TRADE SEGMENT

4.1 Segment Definition

Companies in the Organic and Fair Trade Segment work throughout the garment/textile sector value-chain from weaving through retail sales. They are differentiated from other companies by at least one of two factors:

1. Use of organic raw materials in production
2. Ensuring input suppliers and/or employees are paid a fair wage for their work

As this is a very nascent market segment, research is required to determine the number of companies within this segment. Through Pakistan Handmade and Tex World 2010, the Firms Project has already encountered several companies in this niche (Looptex, Tareen Tex, KOEL, King's Apparel, Rohi Rung) without even specifically searching for this criteria. While some of these companies have organic certification, currently none have Fair Trade certification. There is little domestic market for organic and Fair Trade products at this time; this production is sold through export. During the Tex World 2010, conventional manufacturers reported interest from 7-8 buyers, while Looptex, Tareen Tex and KOEL reported interest from 30-40 buyers and designers. This experience is a demonstration of the increasing demand for organic and fair trade products in the textile and apparel market. As companies following socially progressive practices, they are more likely offer opportunities to increase women's employment and adopt new business practices.

While commodity products in a mature life cycle like knitwear and denims are price-driven, the organic and Fair Trade segment is defined by consumers willing to pay a higher price for the knowledge that they are making a socially responsible purchase. The 14 American buyers who attended Tex World are testimony to the commitment of socially responsible business buyers and designers with a longer vision and commitment for buying in Pakistan. Examples of this type of shift can be seen in both Peru and Uganda, where production of organic/sustainable apparel has radically changed the industry.

There are a limited number of businesses currently working in this sector however there is tremendous opportunity to increase the number of companies and expand growth of companies engaged in organic production and Fair Trade business practices. Activities

would focus on working with 20 companies initially to increase revenue and business growth opportunities through Fair Trade certification, adopting new business practices and facilitating market linkages. Throughout the process additional companies interested in joining the segment would be brought into the program.

*Organic Exchange Conference Oct 27-28 in New York City – For US visa holders, this conference is an excellent opportunity for manufacturers to learn more about the market and to network with some of the largest buyers of organic/sustainable textile products.

SIZE OF MARKET: Organic cotton apparel and home textile product sales \$4.3 billion and Fair Trade sales \$4.5 billion in 2009

SIZE OF COMPANIES: Companies range from a 200 employees to 700 employees

4.2 SWOT

INTERNAL

Strengths

- Existing businesses already manufacture products serving niche markets:
 - [REDACTED] – organic/fair trade
 - [REDACTED] organic/hand loomed
 - [REDACTED] – hand loomed (fair trade and organic potential)
 - [REDACTED] hand-embroidered (fair trade and organic potential)
 - [REDACTED] – fully integrated organic cotton supply chain
- Most inputs sourced regionally - shifting the focus to sourcing organic/sustainable fabrics is market-driven
- Some manufacturers already have organic certification
- Progressive-minded companies are more open to training and employing women

Weaknesses

- Lack of business awareness for promoting niche market aspects of product lines (organic, eco-friendly and fair trade)
- Lack of cohesive and appropriate product mix to market to buyers
- Little or no presence in international trade shows
- Very little domestic production of organic cotton

EXTERNAL

Opportunities

- Market-driven demand
 - Both organic and fair trade markets have shown strong growth during the recession – increasing revenues while the entire industry experienced a 7 percent downturn

- Growing global demand for organic cotton products – market is expected to grow 20-40 percent in the next two years
 - Growing interest from designers to incorporate organic, hand-loomed, and Fair Trade features into their current lines (for example John Patrick Organic)
- Growing global demand for fair trade products, especially garments and textiles – market for fair trade certified cotton products grew 94 percent in 2008, and is projected to sustain high growth rates
 - Fair Trade no longer refers to just handicrafts – TransFair USA recently launched a pilot certification program for apparel – the first of its kind and a great opportunity for Pakistani producers to be early entrants
- Niche market trends – “green,” “eco-friendly” and “socially-conscious” – have turned mainstream, with customers like Wal-Mart buying organic, and Marks & Spencer committing to source only from fair trade producers
- Public awareness appeal of socially responsible business off-sets negative perceptions of Pakistan
- Organic and Fair Trade products are less price sensitive than commodity products
- Socially responsible buyers are more likely to travel to Pakistan’s security-threatened environment than commodity buyers

Threats

- Security situation in Pakistan deters international buyers from visiting potential producers
- High tariffs on apparel exports make Pakistani producers less competitive
- Sustainable growth of niche markets depends on continued commitment from brands and retailers on their organic programs
- While growth has been sustained during the recession thus far, continued stagnation could stifle consumer interest and willingness to purchase niche market goods

5. ANNEXES

Appendix A Pakistan Handmade Follow up Tracker

Beneficiary details have been removed

Appendix B Site Visit Itinerary

Pakistan Handmade

Choosing site visits

Dear Buyers,

I can't express how fortunate I feel to have spent the past few months working with our Pakistan Handmade participant businesses. In a perfect world, I would arrange for a six week buyer trip so that you could experience all the beautiful parts of Pakistan where our participants work. The Fashion Show, Exhibition and Artisan Demonstration in Islamabad June 25-27 will give you a fantastic introduction to all of the participant businesses. The June 28-30 site visits invite you to go deeper – traveling to workshops, seeing other parts of the country, and spending additional time with the business owners and artisans.

For security reasons (and to ensure you have a fantastic experience!), we're asking that you make selections for your site visits before you arrive. This will give us adequate time to arrange the logistics and security for individual trips, providing a unique experience tailored to your specific interests. Plus, I get to choose the coolest spots for meals and side visits where they are available!

Please review the following profiles. The document is segmented by city – Islamabad, Karachi, Multan and Lahore. Please choose ONE location out of the four, based on the narrative bios and images of product lines from the businesses located in that city. Please also list your top four choices (in order) for businesses which you would like to visit in that location. Send me an email at [REDACTED] no later than 5:00 pm EST on Monday, June 14, 2010 with the city selection and ranked businesses 1-4.

Please do not hesitate to send questions as you are making your selections. I've spent ample time in all of these locations and am happy to respond quickly so that you can make an educated decision.

See you soon in Islamabad!

Halle Butvin Market Readiness Consultant FIRMS Project

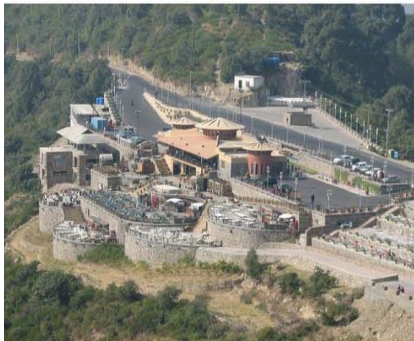


Islamabad

You'll be starting your journey in Islamabad, the capital of Pakistan. The Pakistan Handmade events June 25-27 will take place in Islamabad, at the [REDACTED] where you will also be staying. Four of our participants reside in Islamabad, with workshops on the outskirts of the city.



Islamabad has a population of over 1.75 million, and it was built in the 1960s to replace Karachi as the capital city. It is a beautiful city – extremely green and well-planned – nestled between the Margalla Hills, with the majestic Faisal Mosque as its backdrop.



Islamabad features an atypical version of a humid subtropical climate, with hot summers accompanied by a monsoon season followed by mild and wet winters. The hottest months are from May to July, where average highs routinely exceed 38 °C. You are visiting Pakistan during the hottest months of the year, but out of all the site visit options, Islamabad will definitely be the coolest.



It is connected to major destinations around the world through Benazir Bhutto International Airport, which is located approximately half an hour from the city centre, depending on traffic. Security is tight due to recent incidents of violence and also because of the presence of foreigners. Expect to see security check points often but they are usually not much of a hassle.

The city is much cleaner and quieter than the larger cities of Pakistan, but it has a personality of its own with cute coffee shops, good restaurants coupled with trekking trails and pretty vistas.

Accommodation: Islamabad [REDACTED]



Embroidered Garments

Artisans take center stage at Lok Virsa, a museum honoring Pakistan's cultural heritage. The artisan community just outside downtown Islamabad presents some of the country's finest arts and crafts.

██████████ and her husband ██████████, originally from Kashmir, are multitalented. Skilled miniature painters, they adorn papier mâché bowls and platters with intricate floral patterns and traditional Mughal scenes as they chat with customers. ██████████ husband demonstrates how to make papier mâché objects, and she displays traditional hand-embroidered garments.

██████████ makes painted pieces, shawls, and apparel for the Lok Virsa museum, showcasing the talent and impeccable skill of Kashmiri artisanal work. Known for its natural beauty, Kashmir has a unique style of embroidery that features flowing floral and paisley motifs. In their workshop off the bustling road dividing Islamabad and Rawalpindi, ██████████ works with artisans to design rich pashmina shawls and apparel decorated with Kashmiri embroidery. In its first international collection, the company uses Kashmiri embroidery to lightly embellish the sleeves and necklines of tunics and dresses.

Embroidered handbags

For as long as she can remember, [REDACTED] has loved handicrafts from Pakistan's tribal areas. The brightly colored embroidered and cross-stitched pieces, embellished with mirrors and pompoms, captured her attention and stirred her creativity. In 1998, she started a small business selling handicrafts in a market and began making unique doorbells with traditional embellishments.

As a result of the global downturn, [REDACTED] lost her regular job, and handicrafts shifted from a hobby to a livelihood. With her husband's help, she found markets for her crafts in Islamabad's hotels and at exhibitions across Pakistan.

To introduce crafts from tribal areas to the international market, [REDACTED] is shifting her focus, using beautifully embroidered traditional pieces to make clutch purses and pouches. Each day, women artisans gather in her workshop on the outskirts of Islamabad to stitch craft pieces and handbags. [REDACTED] also collects hand-embroidered pieces from home-based workers in rural areas of the region. She takes pride in supporting Pakistan's tribal arts as she continues to employ artisans and grow her business.



embroidered garments

The first thing you notice about [REDACTED] is her boundless supply of energy. It is no wonder that her business, [REDACTED], has been a huge success. What's more impressive than [REDACTED] success, is the immense courage she has had to get her to where she is today. As a student studying economics in college, she decided to create work instead of looking for it. So, after graduation, she packed up a suitcase of products she'd designed and headed to Islamabad, where she met [REDACTED] – successful garment business owner and president of the Islamabad Women's Chamber of Commerce and Industry. [REDACTED] took [REDACTED] under her wing, and her dream began to take shape.

By choosing to locate her shop on the outskirts of Islamabad, in an area with no other garment producers, [REDACTED] has cornered the local market. The shop is chock-full of gorgeous pieces embellished with metal work and other traditional handwork from Bahawalpur – where she works with more than 220 artisans. [REDACTED]

[REDACTED] is committed to working entirely with women, often providing medical and educational support to her artisans.



From a suitcase to a successful local business, [REDACTED] is ready to take on international markets. She's designed a unique collection of lounge wear for women, incorporating the best embroidery and embellishments to trim comfy cotton fabrics in pajama pants and wrap skirts.





Karachi

Karachi is vast. It is the largest city in Pakistan, and home to the majority of the Pakistan Handmade participants. It is the main seaport and the financial and commercial hub of Pakistan. With a city population of over 16 million, it is one of the fastest growing cities in the world and covers an area almost five times larger than Singapore. It is locally known as the “city of lights” for its liveliness and fast pace of life.



Karachi definitely has a distinct urban hum, with streets packed with elaborately painted trucks and auto-rickshaws. Located on the coast of the Arabian Sea, Karachi sees mild winters but extremely warm summers. Temperatures in the summer range from 30 to 44 degrees Celsius from April to August, with humidity levels at a near constant high. It is a vibrant, chaotic, cosmopolitan city that has lots to offer in terms of the arts, culture, cuisine, beaches and shopping.



The flight time from Islamabad to Karachi is 2 hours, and it takes around forty-five minutes from the airport to the city centre, depending on traffic. The city has not been plagued by much of the terrorism that Pakistan has seen in its northern areas and security issues in the city revolve more around petty crime and ethnic tensions.





embroidered garments

comes from a family very familiar with Pakistan's textile industry. When her sister gave her a pile of scrap fabric from their factory, decided to use her natural creativity to make something out of it. She promptly started a line of children's clothing and set up

exhibitions to showcase her work around Karachi. Before she knew it, was running a successful garment business out of her home and working with artisans and tailors to design and stitch all manner of traditional garments.

family plays a big role in her business – her husband helps with accounting, and her children set up a website to feature her collections. With so many women coming to home to shop for garments, she now supports artisans making handmade jewelry to complement her apparel.

Looking to sell to international markets, has managed to keep the soft, feminine appeal of her traditional garments in her new collection. Centered on floral highlights like crocheted roses and delicate embroidery, international collection for women looks great dressed up or dressed down.



embroidered garments

Cholistan is a desert area of Pakistan — a harsh, barren land that has been home to semi-nomadic tribes for thousands of years. Under the rule of the rajas, artisan competition thrived in Cholistan, ensuring the development of textiles and handicrafts. Today this rich history is evident in the vibrant colors and textures of Cholistani embroidery.

_____ means “Colors of Cholistan”. Natives of the area, mother and daughter _____ and _____ have brought Cholistani hand and machine embroidery to a wider market

in Karachi. _____’s network of artisans is extensive; its workshop employs more than 70 embroiderers who add beadwork and detail to machine-embroidered fabrics. Even more impressive, _____ provides livelihoods for more than 900 women who do hand embroidery from their homes in Punjab.

_____ makes embroidered fabrics that are sold by _____, one of Pakistan’s most famous textile brands.



embroidered garments

For more than twenty years, [REDACTED] has been making colorful and playful designs for women's apparel and children's costumes. Her boutique in Karachi, [REDACTED] with an on-staff embroiderer and tailor for alterations, is a perfect display of her dedicated efforts. There are racks and racks of vibrant garments; a veritable mix of traditional and Western styles. She has sold her apparel through exhibitions in the United States, Canada and Dubai. [REDACTED] is an acronym – the letters stand for the colors of the rainbow: violet, indigo, blue, green, yellow, orange and red. When asked about the inspiration for her brand name [REDACTED] references the variability within women – all women are beautiful; all women are unique.

In her first line targeted for the US market, [REDACTED] worked with her artisans to focus design on Fusion – melding traditional embroidery techniques

indigenous to Pakistan – appliqué, mirror work, ralley work, zari and tilla – with stylish cuts designed for American women.



embroidered garments

is intimately familiar with Pakistan's textile industry. For almost a decade, she ran a successful buying house, negotiating deals between Pakistan's once-thriving textile mills and European buyers. When the economy worsened and many factories closed, had to close her business — but she was not discouraged. An entrepreneur, she has always seen trade as a way to create dialogue between societies to build mutual respect, understanding, and tolerance. The hand embroidery of women in Pakistan's rural areas inspired a new business focus.

In her first collection targeting international consumers, garments communicate a new message about the cultural heritage and beauty of Pakistan's traditional handwork. is a new communication platform that highlights the skills of women artisans, provides a market for their creations, and builds sustainable livelihoods.



handmade footwear

started nine years ago when two girlfriends couldn't find the perfect pair of sandals that bridged the gap between traditional options and imported designer styles. The two business school graduates, and , quickly developed a business model for designing and marketing handmade shoes that reflect traditional influences but appeal to modern tastes.

It seemed like a great idea — but first they had to learn the product. The friends started a journey through Pakistan's markets to learn the art of

shoe-making. They discovered a wealth of resources: leather, stones, pearls, and, most importantly, gifted artisans. and merged their designs and ideas about style and quality with the traditional shoe-making knowledge passed down through generations of artisans.



footwear

Launched in 2009 by sisters [REDACTED] and [REDACTED], [REDACTED] — a line of stylish and comfortable footwear for women — is making waves in the fashion circles of Karachi, where the sisters are among the youngest entrepreneurs in the city. Still at university, [REDACTED] studies business and [REDACTED] studies physical therapy and rehabilitation. [REDACTED] is the result of their desire to create jobs for themselves and artisans.

[REDACTED] sources production to shoemakers and artisans in the town of Korangi, just outside Karachi. Its first collection is right on-trend, adding natural and metallics to a signature flat sole. The shoes are entirely handmade and cruelty-free, using only artificial leather.

handmade silver
jewelry



██████████'s silver jewelry business began with a casual conversation with a talented craftsman in 2003. As ██████████ described the designs she envisioned, each piece became a sentence, with the gemstone forming the noun and the twists and twirls of filigree adjectives and verbs. ██████████ sees making jewelry as a form of visual communication — a language expressed in colors and shapes.

To create her designs, [REDACTED] works with her master craftsman at every stage, from sketching to the final polishing that gives an antiqued appeal. Over the years, the craftsman has enlarged his workshop and helped [REDACTED] to enter a world unfamiliar to women in Pakistan — the gemstone and precious metal markets.



█████ now communicate in a new way to tell stories about Pakistan's rich history. Inspiration for █████ latest designs comes from the motifs and colors of the Mughal gardens, Multan's famous blue pottery, and Sindh's Ajrakh fabrics.



Embroidered garments

Customers who visit the tiny urban space of the [REDACTED] in Karachi experience a unique microcosm of Pakistan's craft industry. Owner [REDACTED] vision and commitment to design excellence are evident throughout the boutique's spotless

showroom and bright, multi-leveled production floor. Every inch of space is utilized. Glass cabinets in the showroom open like treasure chests to reveal beautiful traditional garments. Her international collection uses delicate fabrics to create Western styles elegantly embellished with her artisans' hand embroidery.



[REDACTED] started [REDACTED] here years ago, when the space was her husband's eyeglass shop and it was unusual for women to do business. To bolster her husband's business, [REDACTED] made the unconventional decision to display a rack of handmade garments. It wasn't long before her designs outsold the eyeglasses, and her husband handed over the shop.

[REDACTED] will tell you that it hasn't been an easy journey. She stepped outside the normal roles of wife and mother to become a businesswoman, but her children are the first to thank her for the sacrifices she made to provide for them, and her shop is now a huge source of pride for her family.

silver jewelry

The dramatic landscapes in the northern areas of Pakistan range from the flat, mango-dotted plains of the Indus River Valley to the Margalla Hills near Islamabad and the



dramatic peaks of the Karkoram, Himalaya, and Hindu Kush Mountains. Here, in the dramatic and cloud-shrouded northern areas where the topography buckles and folds, Pakistan's gemstones are found.

family has been in the jewelry business for more than 65 years. While studied and worked abroad, she felt pulled back to Pakistan. She returned in 2009, after taking gemology and design courses in United Arab Emirates, and started a new line she called .

Working with artisans in her family's workshop, creates dramatic silver and pewter jewelry studded with precious and semi-precious gemstones. designs range from intricately detailed hoops to chunky cocktail rings — modern twists on Pakistan's long history of jewelry-making.





embroidered garments

In Urdu, the word for master craftsman is *karigar*. In Pakistan's workshops and markets, *karigars* are highly respected for their crafts — whether hand embroidery, shoemaking, pottery, or wood-carving.

In a street too narrow for a car to pass, [REDACTED] *karigar* workshop is tucked beyond a large wooden door. The eight *karigars* in her workshop work with intent focus on intricate embroidery and beadwork stretched across wooden frames called *addas* that fill the room. Rich natural silks

and chiffons stretched taut on the *addas* glitter with glass beads and silk threads in sprawling and luxurious detail. [REDACTED] local product line focuses on richly embellished fabrics for bridal dresses and special events.

Working closely with her *karigars*, [REDACTED] adapts the motifs in her bridal collection for embellished clutch purses, accessories, and casual women's apparel for the international market. Her work illustrates her passion for and commitment to preserving the talent, skill, and heritage of Pakistan's *karigars*.

handmade silver jewelry

In Pakistan and around the world, it is often said that jewelry speaks volumes about a woman and her personality. [REDACTED] in turn has made it her business to redefine women through her art. [REDACTED] is a passionate person and she brings this passion into her work. She started [REDACTED], her jewelry business, in 2002. Although she had the choice of joining in with her family's existing gold jewelry business, she decided to start something of her own.

Instead of working in gold, like so many of Pakistan's jewelers, [REDACTED] noticed an increasing appreciation, both at home and abroad, for silver jewelry.



Working with her son, who shapes each piece of by hand, [REDACTED] set out to create designs in silver jewelry for [REDACTED]. Silver jewelry making is extremely delicate and exquisite; requiring five intensive stages to complete [REDACTED] son assists her in sketching and forming molds for the jewelry which is then sent to artisans for fabrications. All jewelry pieces in the [REDACTED] collection are handmade and require constant supervision and craftsmanship at all stages. Regardless of the material, it is [REDACTED]'s unique designs that bring the pieces to life.





Multan

Multan located in a bend created by five rivers of the Punjab province is known as the “city of Sufis” due to the large number of shrines and Sufi saints from the city. The city is full of bazaars, mosques, temples, shrines and ornate tombs. Multan has traditionally been a melting pot of several distinct ethnic groups due to its location and historical significance as a centre of learning and culture. The city has a significant Sikh and Hindu community as well.



It is an important agricultural centre known for its mangos, guavas and pomegranates. Multani khussa (traditional shoes), embroidery on dresses for women and men, furniture and other wooden products, earthenware pottery, painted pottery, camel-skin ware, surgical instruments and carpets are a few of the city's major exports.



Multan features an arid climate with very hot summers and mild winters. The city witnesses some of the most extreme weather in the country with summer temperatures reaching approximately 54 °C.

The flight time from Islamabad is approximately one hour thirty minutes, and the airport is situated 10 km away from the city centre. The city is less developed than the larger metropolises and offers a glimpse into a semirural way of life.





embroidered garments

When [REDACTED] started her textiles firm, [REDACTED], 14 years ago in Multan, she took 35 suits to a local exhibition. Those 35 suits were the beginning of an incredible operation that paved the way for other businesses in Multan. Backed by a supportive family, [REDACTED] creativity guides her in making each garment unique. Her designs are always experimental, combining hand-dyed natural silks and chiffons with block-printing and the imaginative embroidery for which Multan is known.



The [REDACTED] workshop on the outskirts of Multan is a sample house chock full of artisans, embroiderers, dyers, block-printers, and stitchers. As part of its business model, Trends helps to grow small embroidery and stitching businesses in the region by outsourcing bulk production.

The [REDACTED] collection puts a Western spin on traditional Pakistani kurtas and kaftans and is complemented by a line of beautiful silk scarves featuring digitally printed images of Mughal paintings.



embroidered garments

As a former teacher, [REDACTED] knows how to do her homework. Artwork around her home attests that she has always been a creative artist, but it wasn't until she designed all of the pieces for her daughter's wedding that friends finally convinced her to turn her natural sense of style into a business. From dainty chiffon scarves with cotton floral embroidery trim, to gorgeous photo frames and personalized prayer rugs, [REDACTED] works with a team of thirty artisans to ensure quality in her products.

About half of the artisans [REDACTED] works with are women

– home-based workers who provide detailed hand embroidery for [REDACTED] collection.

[REDACTED] sees her homework as understanding what women want from the products they buy. From scarves and garments for the Middle East to stylish Western-cut tunics for the United States and Europe, she is always searching for ideas to develop and grow her product line to reach a wider audience of female consumers.

To target international markets, [REDACTED] has added a new brand to her business, called [REDACTED] which is Urdu for "extra effort." Following the lead of her inspiration, Coco Chanel, [REDACTED] is always willing to put in the extra work to create something exceptional. And when asked about all of the women her business supports? She replies "It just makes me so proud to see women working. It is good to keep yourself busy!"



Embroidered garments

finds inspiration all around her: whether in reflections from travel, reading, magazines, or simply the scene from her balcony, she finds unique motifs to incorporate into her collection of handmade garments.

Like most women entrepreneurs in Pakistan, struggled to get her business started. She started out with what she knew – hand embroidery like shadow work and cross-stitching from Sargodha and Muzzaffargarh, rural areas in Punjab. Starting out with only a small exhibition, her business has grown significantly in the last

5 years. Today, runs a small workshop out of her home, where tailors stitch samples of her pieces. She still relies on connections in Punjab's rural areas to provide the intricate hand embroidery for which has come to be known.

In her first international collection, uses the same exquisite hand embroidery as can be seen in her traditional garments, blending them with Western cuts and shapes. Each piece reflects the spirit of the East with its magnificent history, telling the tales of the past and embracing the future.



Lahore

Lahore is the second largest city in Pakistan with a population of over 10 million. It is often referred to as the Garden of Mughals due to its rich Mughal heritage and remnants of that can be seen around the city. It is the cultural capital of Pakistan, with colonial and ancient architecture, excellent food and people who are fun-loving and full of life.



As it is the capital of Punjab, Pakistan's most populous and prosperous province, it has strong industrial and manufacturing roots, infrastructure and transport networks. It is a colorful place where mughal, eastern and western traditions blend and little bazaars dot the city. Lahoris love to eat and celebrate and that is very evident in the vibe of the city.



The weather of Lahore is extreme during the months of May, June and July, when the temperatures soar to 40–48 °C. From late June till August, the monsoon seasons starts, with heavy rainfall throughout the province.



The airport is half an hour away from most places in Lahore but that greatly differs due to traffic. Flight time from Islamabad is approximately an hour, while drive time is four hours. Lahore has been extensively targeted by extremists in the recent past, which is why caution is advised but life still goes on with the same fervor and zeal as before. This city is truly a place to visit.



■■■■ handmade silver jewelry

As a former freelance journalist, ■■■■ understands the value of a good story. When she took a break from her journalism career to study metalwork and jewelry-making at ■■■■ discovered a new way to communicate. Her love for creating silver jewelry led her to research the traditional jewelry of her native country. She returned to Pakistan in 2001 and immediately began working with artisans to help preserve and restore the country's rich tradition of silver jewelry.

■■■■ passion is recovering the lost heritage of craftwork in Pakistan. Her current collections reflect tradition, blending delicate filigree and stones with modern shapes. ■■■■ employs five artisans in her workshop in Lahore. She also works with artisans in Swat, Jhang, Sarghoda, and Quetta — areas whose rich history and unique heritage of silver jewelry is at risk of being lost.

Each piece in ■■■■ is hand-crafted by skilled artisans. Her silver jewelry is sold across Pakistan at ■■■■ a popular chain of clothing and home textile stores that promotes Pakistan's hand-woven cotton and silk fabrics.



handmade jewelry and crafts



is a non-profit company whose work is based on the “One Village One Product” model used in Japan, Thailand, and other countries as a means to promote regional revitalization. Through this approach, each community identifies one or two locally unique products, concentrates resources on their production, establishes as a local brand, and markets the products both domestically and internationally.

supports rural micro and small enterprises, producer groups, and individual craft persons and artisans through technical assistance in product development, quality assurance, marketing, and technological upgrades. Through these efforts, helps to create and diversify sustainable income-earning opportunities.

has regional offices in four provincial capitals: Lahore, Karachi, Quetta, and Peshawar. Its core areas of support include market facilitation, match-making; exhibitions events for to promote crafts; in-house product development; and capacity building.

and crafts

embroidered garments

is a non-profit organization whose mission is to build and strengthen the skills and business capacities of women in low income communities, enabling them to successfully pursue entrepreneurial opportunities, participate more effectively in the markets, and improve their economic realities. The word translates as “a process of moving together and trading in fair and equitable manner” and is representative of the program objectives.

started its Enterprise Development Program in 2004. Since then, the foundation has reached thousands of women women entrepreneurs working in the handicrafts sector.

also has opened four high-end retail shops in Lahore, Karachi, and Islamabad where products are sold. With the support of USAID, in April 2010, launched a brand called , which is made up of hand embellished apparel and accessories.



Appendix D: Buyer's Agenda

Events Agenda

Welcome to Pakistan! We hope that you had a comfortable journey, and that you can get some sleep tonight. Please keep this agenda with you – it provides everything you need to know about where you should be during the Pakistan Handmade events in Islamabad.

Special note: The Exhibition doesn't start until 11am on Saturday, so we encourage you to check out the brand-new gym and spa (great massage at much-better-than-US prices – there is a card with services in this welcome packet) – you could schedule a massage or exercise for Saturday morning to rejuvenate after your long travel.

Friday 25 June 2010

- 8:00 – 10:00 am Complimentary breakfast on own in [REDACTED]
Location: [REDACTED] lobby, outside new wing elevator banks
- 10:00 am Security and media briefing
Location: [REDACTED], in [REDACTED]
[REDACTED] will meet you in the main lobby in front of the Reception Desk to direct you to the briefing.
- Please bring your presentation on USB for Sunday's roundtable discussion with the exhibitors.*
- 11:15 am Shopping excursion departure – meet in main lobby
The group will be divided into three vans, but will all travel to same locations.
- You can exchange USD for Pakistani rupees in the hotel. We will also stop at an ATM for you to withdraw rupees if you'd like. The exchange rate is roughly 85 rupees to the dollar.*
- 11:30 am First stop: [REDACTED], visit with [REDACTED]
[REDACTED] (xxxxxxxxxxxxx)
[REDACTED] is a fair-trade workshop located in Chitral, designing and manufacturing beautiful leather handbags with intricate hand embroidery. In a visit to their Islamabad office and showroom, you'll also get a sneak peek at their new line, [REDACTED] which combines the embroidery with canvas material instead of leather. [REDACTED] the founder of [REDACTED], will tell you all about her experiences living and working with artisans in Pakistan.
- Note:** You can purchase using USD or rupees, or arrange with [REDACTED] to use credit cards with PayPal.
- 12:15 pm Quick ATM stop to withdraw rupees as needed.

12:30 pm Second stop: Lunch at [REDACTED] is a showcase of designs by Pakistan's top fashion designers. You'll have an opportunity to browse the beautiful handwork on traditional dresses (and shop, if you'd like, but this shop is only for high-fashion brands [REDACTED] also has a great café, so we'll have lunch here as well.

Note: You can purchase clothing using rupees, dollars, or a credit card. You will be responsible for paying for your own lunch.

2:00 pm Third stop: [REDACTED], visit with [REDACTED] owner
[REDACTED] is an antique and craft shop in Islamabad. Owned by a family originally from Afghanistan, the shop is a treasure trove. You'll find both antique and new wood carvings, rugs from all over the region (including a new project with Turkmen refugees, using all-natural fibers and dyes), photography, blocks used for block-printing, etc.

Note: You can purchase using USD, rupees and credit card.

3:00 pm Fourth stop: You will have an option of visits here, please select one based on your interests – please let [REDACTED] know your selection at the morning security and media briefing.

Option 1: Visit to see the embroidery work of [REDACTED] (excerpt from *The Christian Science Monitor*) "When the Pakistan Taliban arrived in the land formerly ruled by her late husband's family, [REDACTED] decided she could no longer remain a bystander. In 2007, [REDACTED] left Islamabad to return home and set up three embroidery and handicraft centers where women could gather and work in peace." You have the opportunity to visit with [REDACTED] and her daughter [REDACTED] – they now support more than 500 women in Swat and are looking to develop their embroidered products for international markets. Hear their story, and have the opportunity to also buy samples of the Swati embroidery.

Read the rest of the article here: <http://www.csmonitor.com/World/Asia-South-Central/2010/0402/A-widow-fights-Pakistan-Taliban-with-embroidery>

Option 2: Jinnah Supermarket to check out Pakistani apparel options – in case you want a new outfit for the weekend events!

1. [REDACTED] – women's apparel (salwar kameez, dupatta, kurta, scarves), payment in rupees
2. [REDACTED] – women and men's apparel (salwar kameez and kurta), payment in rupees or by credit card
3. [REDACTED] – women and men's apparel (salwar kameez and kurta), payment in rupees or by credit card

Note: you will be divided into small groups for this shopping trip, to avoid a large group walking around the shopping area.

- 4:00 pm Return to hotel to rest (and recover from jet lag!)
- 7:30 pm Fashion Show begins! Be sure to arrive a little early to take your seat. Location: [REDACTED] – follow sign boards to go downstairs. The hall is adjacent to [REDACTED]. We have VIP seating arranged for you!
- 8:30 pm Fashion Show concludes. Proceed to adjacent courtyard for Reception, which includes a buffet dinner (there will be veg options) and live Pakistani music!
- 10:30 pm Reception concludes

Saturday, 26 June 2010

- 7:30 – 10:30 am Complimentary breakfast on your own in [REDACTED]
- 11:00 am Pakistan Handmade Exhibition begins
Location: [REDACTED]
You are welcome to attend the Exhibition at any time on Saturday – lunch is on your own at the [REDACTED]
- 5:00 – 6:00 pm Spot Sale at the Exhibition
Location [REDACTED]
This is your chance to purchase samples that are for sale, or to buy extra pieces brought along by exhibitors to sell during this one-hour shopping opportunity.
- Note:** *Shopping will be done in rupees only – no credit cards will be accepted at the event.*
- 6:00 pm [REDACTED] Pakistan Handmade Exhibition concludes, dinner on own at [REDACTED]

Sunday, 27 June 2010

- 7:30 – 10:30 am Complimentary breakfast on your own in [REDACTED]
- 10:00 am Buyer Roundtable Event begins
Location [REDACTED]
This event is an opportunity for you to give a 5-10 minute presentation on your business and buying preferences – what do you want your producers/suppliers to know? What can they change? What business practices can they adopt that will ensure the buyer/producer relationship is stress-free and long- lasting? We'll start with presentations and then move to a panel Q&A.
- 2:00 pm Buyer Roundtable ends

Catered lunch, discussions can continue

Location: [REDACTED]

3:00 pm

Option 1: Continue one-on-one conversations with exhibitors in [REDACTED]

Option 2: Lok Virsa Museum outing (www.lokvirsa.org.pk)

The Lok Virsa Museum is run by the National Institute of Folk & Traditional Heritage. It works to preserve the living folk and traditional culture and crafts of Pakistan. It is located near Shakarparian Hills and has a large display of embroidered costumes, jewelry, woodwork, metalwork, block printing, and ivory and bone work. Traditional architecture facade skills as fresco, mirror work, marble inlay, tile, mosaic, and stucco tracery are also displayed. Craft stalls adjacent to the Museum are a great place to pick up traditional Pakistani crafts. The museum tour costs 300 PKR per person.

Note: You can purchase using rupees.

7:45 pm

Meet in [REDACTED] Lobby to depart for group dinner

8:00 pm

Dinner at [REDACTED]

Address: Saidpur Model Village

Saidpur Village is a fascinating place in Islamabad – an actual village which has been restored by the Capital Development Authority to preserve its multi-cultural heritage. Saidpur has Muslim, Hindu, and Sikh religious sites, and has maintained its architectural authenticity. Surprisingly, it also still fully functions as a village – there's nothing Disneyworld about it. Nestled in the Margalla foothills, it's also very scenic. We'll have dinner at Des Pardes, which is located in Saidpur Village.

Read more about Saidpur Model Village here:

<http://www.opfblog.com/9824/saidpur-village-a-popular-recreational-spot-for-tourists/>

Monday, 28 June 2010

Depart for individual site visits – please refer to your customized site visit itinerary.

